

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1 1. (Currently amended) A traffic monitor for use with a set of one or more Web
2 servers for providing statistical analyses of traffic, comprising:
3 an activity input for receiving data related to events on the set of servers;
4 means for categorizing events into categories, wherein the means are capable of
5 categorizing at least one of the events into multiple categories;
6 means for associating events with subjects, wherein counts are maintained for
7 each subject and ~~subjects are associated with categories~~ a subject refers to one or more of a topic,
8 a term or a category;
9 a normalizer for normalizing counts for events over a field of events; and
10 a result output for outputting results of the normalizer as the statistical analyses of
11 traffic.
- 1 2. (Original) The traffic monitor of claim 1, wherein the activity input is an input
2 from Web server logs.
- 1 3. (Original) The traffic monitor of claim 1, wherein the events include
2 indications of page views, indications of search terms and indications of click streams of visitors
3 to the set of servers.
- 1 4. (Original) The traffic monitor of claim 1, wherein the field of events is all
2 page views.
- 1 5. (Original) The traffic monitor of claim 1, wherein the field of events is all
2 page views in one category and wherein the normalizer normalizes a count for events over the
3 single category field of events.
- 1 6. (Original) The traffic monitor of claim 1 comprising:

2 a canonicalization table that relates terms that can be represented by a canonized
3 form;

4 a canonicalizer for generating at least one canonized term for an input term
5 indicative of the input event;

6 a categorizer that generates one or more category indications for an input event;
7 and

8 logic to assign a category to the input event based on the at least one canonized
9 term generated by the canonicalizer for the input term indicative of the input event.

1 7. (Original) The traffic monitor of claim 1 comprising:
2 a click stream input that provides indications of navigation of a user subsequent to
3 an event; and

4 a categorizer that generates one or more category indications for an input event;
5 and

6 logic to assign a category to the input event based on the indications of navigation
7 of a user subsequent to the event.

1 8. (Currently amended) A method of generating statistics about traffic between a
2 set of servers and a set of clients, comprising:

3 reading a log of events, wherein an event is a result of a client of the set of clients
4 making a request of a server of the set of servers and the server providing a response to the
5 client;

6 automatically associating each event with one or more subject, wherein a subject
7 is a topic or a term or a category;

8 determining if a subject for an event is a canonical equivalent of another subject;

9 ~~identifying one or more category relevant to the subject;~~

10 categorizing events into categories, wherein categorizing is capable of
11 categorizing at least one of the events into multiple categories;

12 accumulating counts for events by subject, wherein counts for canonical
13 equivalents are accumulated together; and

14 outputting the accumulated counts.

1 9. (Original) The method of claim 8, wherein the set of servers is a constrained
2 set of servers.

1 10. (Original) The method of claim 9, wherein the constrained set of servers
2 comprises the servers for a portal Web site.

1 11. (Original) The method of claim 9, wherein the constrained set of servers
2 comprises the servers for a plurality of portal Web sites.

1 12. (Original) The method of claim 8, wherein the set of servers is one server.

1 13. (Original) The method of claim 8, wherein the set of clients is an
2 unconstrained set of clients.

1 14. (Original) The method of claim 8, wherein the set of clients is a constrained
2 set of clients.

1 15. (Original) The method of claim 14, wherein the constrained set of clients
2 comprises the set of clients that connect to a network via a predefined service provider.

1 16. (Original) The method of claim 14, wherein the constrained set of clients
2 comprises the set of clients that connect to a network via a predefined plurality of service
3 providers.

1 17. (Original) The method of claim 14, wherein the constrained set of clients
2 comprises the set of clients that access content via a predefined portal Web site.

1 18. (Original) The method of claim 14, wherein the constrained set of clients
2 comprises the set of clients that access content via a predefined plurality of portal Web sites.

1 19. (Original) The method of claim 8, wherein the set of clients is an
2 unconstrained set of clients.

1 20. (Original) The method of claim 8, wherein the set of clients is one client.

1 21. (Original) The method of claim 8, wherein the events include indications of
2 page views, indications of search terms and indications of click streams of visitors to the set of
3 servers.

1 22. (Original) The method of claim 8, wherein the events include purchase
2 transactions.

1 23. (Original) The method of claim 8, wherein the events include downloading
2 of media objects.

1 24. (Original) The method of claim 8, wherein at least one subject is categorized
2 in more than one category and counts for events associated with the at least one subject are
3 allocated among the more than one category based on a context of the event.

1 25. (Original) The method of claim 8, wherein the log of events includes a Web
2 server log of search phrases of search requests.

1 26. (Original) The method of claim 8, wherein the log of events includes a Web
2 server log of page views.

1 27. (Original) The method of claim 8, wherein the log of events includes a log of
2 purchase transactions.

1 28. (Original) The method of claim 8, wherein the log of events includes a log of
2 downloaded media objects.

1 29. (Original) The method of claim 8, further comprising a step of normalizing
2 counts for each subject in a category relative to counts over the category.

1 30. (Original) The method of claim 8, wherein the step of associating an event
2 with a subject, wherein the event is a search request, comprises the steps of:
3 providing the client with search results responsive to the search request;
4 recording a selection made by the client from the search results; and
5 associating the search request with the subject of the selection.

1 31. (Original) The method of claim 8, further comprising the steps of:
2 determining a set of one or more demographic parameters relating to clients
3 making requests or the users using the clients; and
4 using the determined set of one or more demographic parameters to partition the
5 counts by demographic divisions.

1 32. (Original) The method of claim 8, further comprising the steps of:
2 determining a set of one or more demographic parameters relating to clients
3 making requests or the users using the clients; and
4 using the determined set of one or more demographic parameters to determine a
5 distribution of at least one count for a topic or term over a plurality of demographic divisions.

1 33. (Original) The method of claim 8, further comprising a step of generating a
2 report showing comparisons of the traffic for each of a plurality of subjects in one or more
3 categories.

1 34. (Original) The method of claim 8, further comprising a step of allocating
2 advertising space based on the accumulated counts.

1 35. (Original) The method of claim 8, further comprising the steps of:
2 collecting traffic data prior to a campaign;
3 executing the campaign;
4 collecting traffic data after the campaign; and
5 comparing the traffic before and after the campaign as a measure of campaign
6 effectiveness.

1 36. (Original) The method of claim 35, wherein the campaign is a political
2 campaign, a marketing campaign, a general awareness campaign, a public service announcement
3 campaign, or a combination thereof.

1 37. (Original) The method of claim 8, further comprising a step of performing
2 intersection analysis.

1 38. (Original) The method of claim 8, further comprising a step of performing
2 associated interests analysis.

1 39. (Original) The method of claim 8, further comprising a step of generating an
2 advertisement wherein content of the advertisement is a function of the traffic statistics.

1 40. (Currently amended) A method of accumulating counts for categories and
2 subjects of search events, comprising the steps of:

3 receiving, as a server, a search request from a client;

4 searching a set of items using search parameters of the search request;

5 providing the client with search results comprising a subset of the set of items
6 wherein the items in the subset have a predefined search criteria relationship to the search
7 parameters;

8 accepting a selection from the user, the selection comprising a portion of one of
9 the subset of items; ~~and~~

10 categorizing the items of the selection into categories, wherein categorizing
11 includes categorizing at least one of the items of the selection into multiple categories; and

12 accumulating a count for the search ~~event~~ request as a count for a one or more
13 subjects or ~~category~~ categories associated with a ~~subject or category~~ of the selection.

1 41. (Cancelled) A method of canonicalizing search terms, comprising the steps
2 of:

3 determining a first frequency of occurrence of a search term over a first period;

4 determining a second frequency of occurrence of a search term over a second
5 period, wherein the first period is prior to the second period;

6 if an increase in frequency from the first frequency to the second frequency is not
7 above a predetermined threshold, performing a first canonicalization process on the search term;

8 if the increase in frequency is above the predetermined threshold, performing a
9 second canonicalization process on the search term, where the second canonicalization process is
10 more aggressive than the first canonicalization process.

1 42. (Cancelled) A method of canonicalizing search terms, comprising the steps
2 of:
3 determining a first frequency of occurrence of a first search term over time;
4 determining a second frequency of occurrence of a second search term over time,
5 wherein the second search term is potentially canonically equivalent to the first search term;
6 if the first frequency and the second frequency rise together, associating the first
7 search term and the second search term as canonical equivalents; and
8 if the first frequency and the second frequency do not rise together, not
9 associating the first search term and the second search term as canonical equivalents.